

RJ REYNOLDS

TOBACCO COMPANY

COPY

August 12, 1997

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108
Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

RJR Account #026300

Mr. M. Auer
AUER & COMPANY

SALEM TEAR TAPE PROMOTION #701497: SEPTEMBER AND OCTOBER 1997

Dear Mike:

SALEM .30¢ tear tape product has been ordered, as well as 34 SKUs of 40-Pack Displays (Item #530123 @ 1/SKU) to pack and ship the above promotion to your participating retail accounts as identified on the attached Customer List. This Promotion will be delivered in two separate drive periods; September and October. Utilize the same Customer List for each drive period. New Displays will not be shipped with the October drive period (see enclosed Retailer Letter).

Display Detail / Item #530123

SKU CUBE: 0.4890

SKU WT (w/o Product): 1.4480 lbs

Retail Sales Offers per Sku: 40 units

Billing per Sku: 4 Full Price Cartons

R. J. Reynolds' sales personnel will issue .30¢/pack payment to retailers at store level. RJR will reimburse you \$14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$56.00 (4 (12M) case(s) @ \$14.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

THE ATTACHED CUSTOMER LIST SHOULD BE RETAINED AND UTILIZED FOR OCTOBER DISTRIBUTION OF SALEM .30¢ PROMOTIONAL PRODUCT.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: S. Schwalm
Enc. Retailer Letter
Retail Customer List

Cancel Oct shipment

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

SEPTEMBER DELIVERY
SALEM TEAR TAPE
AUER & COMPANY

September Drive Period 709 / Promotion #701497

PROMOTION DESCRIPTION: EACH DISPLAY CONTAINS 40 .30¢ OFF PER PACK OFFERS (4 CARTONS). PACK AND SHIP ONE (1) DISPLAY, ALONG WITH ANY ADDITIONAL PRODUCT REQUIRED, AS INDICATED ON THE ATTACHED CUSTOMER LIST.

DISPLAY LOAD (4 CARTONS):

1 CARTON EACH:

SALEM FULL FLAVOR

SALEM LIGHT

SALEM FULL FLAVOR 100

SALEM LIGHT 100

**RETAILER NEEDS TO MAINTAIN SALEM 40-PACK DISPLAY FOR OCTOBER DRIVE PERIOD
(INCLUDE A COPY OF THE ENCLOSED 'RETAILER LETTER'
IN EACH DISPLAY SHIPPED TO RETAIL)**

<u>UPC Code</u>	<u>SALEM BRAND STYLE</u>	<u>#/ (6M) Cases @ .30¢ Off</u>
12300-24194	Full Flavor	<u>2</u>
12300-24196	Light	<u>2</u>
12300-24195	Full Flavor 100	<u>2</u>
12300-24197	Light 100	<u>2</u>

Product / Premium Arrival: September 2, 1997

Ship Date to Retail: Week of: September 8, 1997

EFT \$ Amount: \$2,862.58

Non-EFT \$ Amount: \$N/A

R. J. REYNOLDS' SALES PERSONNEL WILL ISSUE .30¢ / PACK PAYMENT TO RETAILERS AT STORE LEVEL.

SEPTEMBER DELIVERY

51859 6806

OCTOBER DELIVERY
SALEM TEAR TAPE
AUER & COMPANY

October Drive Period 709 / Promotion #701497

PROMOTION DESCRIPTION: UTILIZE THE SEPTEMBER CUSTOMER LIST TO SHIP THE APPROPRIATE NUMBER OF SALEM \$3.00 OFF / CARTONS PER BRAND STYLE AS INDICATED. RETAILER WILL LOAD PRODUCT INTO THE 4-CARTON DISPLAY WHICH WAS SHIPPED WITH SEPTEMBER DRIVE PERIOD.

	SALEM <u>BRAND STYLE</u>	#/ (6M) Cases <u>@ .30¢ Off</u>
UPC Code	Full Flavor	2
12300-24194	Light	2
12300-24196	Full Flavor 100	2
12300-24195	Light 100	2
12300-24197		

Product Arrival: October 6, 1997

(*No Displays will be shipped*)

Ship Date to Retail: Week of: October 13, 1997

EFT \$ Amount: \$2,862.58

Non-EFT \$ Amount: \$N/A

*Cancelled
9/19/97*

R. J. REYNOLDS' SALES PERSONNEL WILL ISSUE .30¢ / PACK PAYMENT TO RETAILERS AT STORE LEVEL.

OCTOBER DELIVERY

*S/Ref in for
Don't Oct*

49 Liverpool

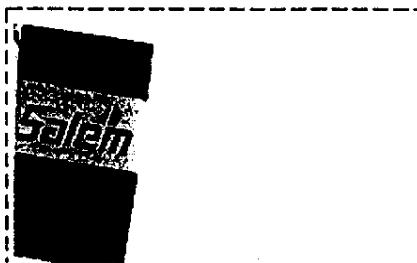
51859 6807

Retail Accounts with Vap Supplier for Salem Tear Tape Program (September / October)

SHIP ONE (1) DISPLAY TO EACH RETAIL ACCOUNT FOR SEPTEMBER / OCTOBER DRIVE PERIODS										
SR TERR	ACCT#	ACCOUNT NAME	ADDRESS	CITY	ST	VAP WHSR	VAP WHSRY NR	ITEMS	Salem	
									King	FF 100
SR TERR	ACCT#	ACCOUNT NAME	ADDRESS	CITY	ST	VAP WHSR	VAP WHSRY NR	ITEMS	King	FF 100
162201	172568	PARKSIDE GROCERY	ROUTE 3	OSWEGATCHIE	NY	26300	AUER & COMPANY	0	2	2
162202	020451	STAR QUIK STOP	807 MAIN ST	PHOENIX	NY	26300	AUER & COMPANY	0	3	3
162202	075887	HANNIBAL QUICK MART	971 CAYUGA STREET	HANNIBAL	NY	26300	AUER & COMPANY	0	3	3
162202	172777	FREDS NEWS	29 E UTICA ST	OSWEGO	NY	26300	AUER & COMPANY	941278	1	1
162202	570591	ED & JEANS MARKET	95 ROCHESTER ST	PORT BYRON	NY	26300	AUER & COMPANY	0	8	8
162202	598682	OSTRANDERS VILL MART	RT 11 & RT 104	MAPLE VIEW	NY	26300	AUER & COMPANY	0	2	2
162202	712143	KTM MINI MART	2203 CT RT 1	OSWEGO	NY	26300	AUER & COMPANY	0	1	1
162205	059975	SMOKEY'S TOB & NEWS	708 BUTTERNUT ST	SYRACUSE	NY	26300	AUER & COMPANY	0	2	2
162205	348735	PARK MEAT & GROCERY	900 PARK AVE	SYRACUSE	NY	26300	AUER & COMPANY	0	1	1
162205	379295	VALLEY FOODS	614 VALLEY DR	SYRACUSE	NY	26300	AUER & COMPANY	0	2	2
162205	508300	HI BUY MARKET	501 AVERY AVE	SYRACUSE	NY	26300	AUER & COMPANY	0	5	5
162205	577616	WOLF CONVENIENT STOR	339 WOLF ST	SYRACUSE	NY	26300	AUER & COMPANY	0	1	1
162205	632266	BEST MARKET	526 E. WILLOW STREET	SYRACUSE	NY	26300	AUER & COMPANY	0	2	2
162205	639477	COURTHOUSE NEWS&DELI	400 MONTGOMERY	SYRACUSE	NY	26300	AUER & COMPANY	0	2	2
162205	649994	DAIVSON'S GROCERY	1219 MILTON AVE.	SYRACUSE	NY	26300	AUER & COMPANY	0	2	2
162205	680984	SABAS FOOD MKT	405 POND ST	SYRACUSE	NY	26300	AUER & COMPANY	0	4	4
162205	718903	PIT STOP #13	STATE FAIR BLVD	SYRACUSE	NY	26300	AUER & COMPANY	0	1	1
162205	719909	STOP N SHOP 2	315 S GEDDES ST	SYRACUSE	NY	26300	AUER & COMPANY	0	2	2
162205	750564	DAILY GRIND	24 MAIN ST	CORTLAND	NY	26300	AUER & COMPANY	0	1	1
162206	173044	COLLAMER STOP & SHOP	6542 COLLAMER RD	EAST SYRACUSE	NY	26300	AUER & COMPANY	967521	1	1
						26300 Total			46	46

Pit Stop locations for Salem Tear Tape Program (September / October)

SHIP ONE (1) DISPLAY TO EACH RETAIL ACCOUNT FOR SEPTEMBER / OCTOBER DRIVE PERIODS											Salem	Salem		
RR#	ACCT	ROUTE/NAME	ADDRESS	CITY	ST	QTY	ITEM#	DESCRIPTION	SHIP DATE	SHIPPING	FE100	FE100	LT King	FE100
162238	684885	PIT STOP #99	433 COUNTY ROUTE 3	FULTON	NY	26300	AUER & COMPANY	9100413		1	1	1	1	1
162230	718903	PIT STOP #13	STATE FAIR BLVD	SYRACUSE	NY	26300	AUER & COMPANY	0		1	1	1	1	1
162232	171321	PIT STOP #1	RTS 31 & 34	WEEDSPORT	NY	26300	AUER & COMPANY	0		1	1	1	1	1
0	205504	PIT STOP #6	10 W MAIN ST	WOLCOTT	NY	26300	AUER & COMPANY	0		1	1	1	1	1
162232	293068	PIT STOP #8	50 OWASCO ST	AUBURN	NY	26300	AUER & COMPANY	0		1	1	1	1	1
162232	315614	PIT STOP #9	RT 38 AT RT 104	NORTH VICTORY	NY	26300	AUER & COMPANY	0		1	1	1	1	1
162231	375975	PIT STOP #10	2080 E SHORE DR	LANSING	NY	26300	AUER & COMPANY	0		1	1	1	1	1
0	478875	PIT STOP #12	SOUTH ST & CANADA ST	RED CREEK	NY	26300	AUER & COMPANY	0		1	1	1	1	1
162624	508328	PIT STOP #07	608 E UNION ST	NEWARK	NY	26300	AUER & COMPANY	0		1	1	1	1	1
162231	681633	PIT STOP #2	RT. 11 & I 81	CORTLAND	NY	26300	AUER & COMPANY	0		1	1	1	1	1
0	681636	PIT STOP #11	14 EXCHANGE ST	GENEVA	NY	26300	AUER & COMPANY	0		1	1	1	1	1
0	818622	PIT STOP #4	RT 34 SOUTH ST RD	FLEMING	NY	26300	AUER & COMPANY	0		1	1	1	1	1
162232	917648	PIT STOP #5	RT 414, MAIN STREET	NORTH ROSE	NY	26300	AUER & COMPANY	0		1	1	1	1	1
162620	917660	PIT STOP #3	8463 BAY ST	SODUS POINT	NY	26300	AUER & COMPANY	0		1	1	1	1	1
						26300 Total				14	14	14	14	14



To All RJR Retail Partners

RETAILER LETTER

SALEM .30¢ OFF/PACK

\$3.00 OFF / CARTON

- THE 40-PACK DISPLAY BEING SHIPPED TO YOU FROM YOUR WHOLESALER FOR SALEM PROMOTED PRODUCT IS TO BE MAINTAINED FOR USE WITH SALEM PROMOTIONS FOR SEPTEMBER AND OCTOBER 1997.
- YOUR WHOLESALER WILL SHIP .30¢ OFF/ PACK AND \$3.00 OFF/ CARTON PROMOTED PRODUCT ON A MONTHLY BASIS THROUGH YEAR END 1997. THIS PROMOTED PRODUCT IS TO BE PLACED INTO THE 40-PACK DISPLAY.
- R. J. REYNOLDS' SALES PERSONNEL WILL ISSUE .30¢ PER PACK PAYMENT FOR THIS PRODUCT AT STORE LEVEL.

AS ALWAYS, THANK YOU FOR YOUR ASSISTANCE IN THE MARKETING OF OUR PRODUCTS. IF YOU HAVE ANY QUESTIONS REGARDING THIS SHIPMENT PLEASE CONTACT YOUR RJR REPRESENTATIVE.

ROUT #1610

51859 6810

09/22/97

ACCOUNT NUMBER: 026300 AUER & COMPANY
VOUCHER NUMBER: 15370908 571 W BRIGHTON AVE
DATE WRITTEN: 09/22/97 SYRACUSE , NY 13205
STATUS: PAID
AMOUNT PAID: 56.00 SEND CHECK TO: ROU

DESCRIPTION	UNITS	AMOUNT
'97 VAP PK & SHP	4.00	56.00

EXPLANATION: SALEM TEAR TAPE #701497: SEPTEMBER/OCTOBER/SHARON SCHWALM

51859 6811